

Artist Statement – Paco Raphael

My work is a journey to the limits of what is possible, exploring the intersections of art, design and technology. As a creative visionary, I do not see art as a static entity, but as a dynamic conversation between the classical and digital worlds. With a background in communication and multimedia design, I have always sought new ways to connect the visual and the tangible, whether it is through paintings, furniture or fashion.

My career began in advertising, where I further developed my innovative approach to creative concepts. Working with brands such as Philips, Renault and MTV Networks taught me the power of storytelling and the impact of visual communication. Yet I always felt the need to forge my own path, one that would allow me to challenge and redefine the conventions of both art and design.

What defines my work is the constant fusion of traditional art forms with digital techniques. For me, it is not about choosing one medium over another, but about seeking the unexpected - the place where boundaries blur and new possibilities emerge. Whether it is a painting that distorts reality or a piece of furniture that is more than just functional, my work invites people to see and interact with the world differently.

In my work, I am always looking for the 'other' reality, the hidden layer that goes beyond the surface. It is a visual exploration of the invisible connections between people and their environment, between technology and nature, between the ordinary and the extraordinary. My art is not meant to linger in the familiar, but to stimulate the imagination and challenge the viewer to reconsider their own perception.

As an artist, I continue to explore my own boundaries, determined to offer new perspectives and leave an indelible mark on the world of art and design.